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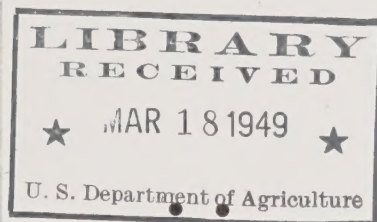


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# 1949 Crop Price List

## Sakata's Famous All Double Petunias

Delivery Shortly After August, 1949



### 1949 Novelty

#### DWARF VICTORIOUS PURPLE GLOW

Sakata's Newest

(Description next page)

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#### FORMULA MIXTURE

Sakata's All Double Giant Fringed Dwarf Victorious

Mr. Sakata's trial ground notes and descriptions of his popular All Double Petunias follow. They are based on notes and comparisons made from innumerable tests grown at his breeding station. Samples of Doubles from all known sources were grown side by side. Mr. Sakata's and his experts' conclusions are that his Victorious is the dwarfest All Double Petunia available today.

Most of his standard types have been decidedly improved. Today they are far superior to the well known strains which were so popular before the war.

Production has increased so there should be enough seed for all, if you make your requirements known to us in time, even though demand for them is much greater.

More frequent air service and further modification of Japanese export controls all make for earlier and better deliveries. Offered in bulk only; it is also the best money making Fancy Petunia to be had.

## Herbst Brothers, Agents

92 Warren Street

Established 1876

New York 7, N. Y., U. S. A.

Cable Address: Herbst-New York

Telephone: BArcley 7-8475



# SAKATA'S NEWEST INTRODUCTIONS

## **ILLUMINATION** (Picture Below)

Developed from "Rosy-Carmine Improved," being brighter colored and more uniform in its bright red color with scarlet sheen. The brightest red of all Victorious Petunias. Very large flowers of well fringed form. Exceptionally beautiful. Highly recommended for all-around purpose. Our very best as to color, plant habit and size of flower.

## **MAYFLOWER**

Our 1949 supply of Mayflower will be much improved over previous season; they are much more uniform in the soft, delicate rose color with deeper veining which gradually fades toward the outer edge. They are very large, well fringed with exquisite substance. Probably the best soft pink there is now.

## **ORANGE** (Salmon)

This is the nearest to the orange in Petunia. Salmon orange may be more suitable. Our trial was quite satisfactory as to size and fringiness as well as the habit of growth. The percentage of small, Carnation-flowered doubles is somewhat larger than we expected; we counted nearly 45%, rest are all gigantic flowers of exquisite formation and color. The color is outstanding as are also the other important qualifications such as size and fringiness and growth habit, etc. We firmly believe this is the most important addition to the Victorious family.

## **PURPLE GLOW** (1949 Novelty)

Deep glowing purple with velvety blue shade. The best true purple in Victorious group. The color corresponds to Ridgeway's "Amethyst Violet" to "true purple" but with velvet-like glistening overlaid with shiny blue. Individual flower which is well fringed measures over  $3\frac{1}{2}$  to 4 inches across. In our trial, not more than 20% showed small-flowered doubles, rest all gigantic fringed, perfect flowers. In early stage of growth, we found a very small percentage showed white variegation, but when the plants grew larger, no sign was found in the trial of nearly 70 plants; all of them were self-colored as above described. The habit of growth is uniformly dwarf. We can recommend this strain with a good deal of confidence.

## **SILVER BLUE**

It has been extremely difficult to develop clear blue, double Petunia without vein. It took us many years before we could establish it. This is all double type of the popular "Dwarf Erfurt Silver Lilac." The flowers are well fringed and large, just as large as the other Victorious strain of our introduction. Plant habit is compact and in every way most desirable.

*All the above*

Oz.....	\$450.00
1/4 oz.....	116.00
1/8 oz.....	59.75
1/16 oz.....	30.75
1/32 oz.....	15.85



SAKATA'S DWARF VICTORIOUS, ILLUMINATION



# ***Sakata's***

## **NEWLY IMPROVED VARIETIES**

### **ATTRACTION**

Flowers are exquisitely fringed and fully  $3\frac{1}{2}$  inches across. Color is rich bright rose with sharp, contrasting variegation of purest white. The strain is 100% double flowering. In our last trials 80 plants showed no Carnation flowering. All plants were remarkably uniform in habit as well as bloom. Each plant seemed a duplicate of the other. Plant growers will find Attraction sells itself.

### **LOVELINESS**

Flowers are large and their La France Pink color makes Loveliness especially valuable to florists. It is exceptionally uniform. Plant height is 10 inches.

### **PURE WHITE**

A superfine, dwarf plant rarely exceeding 10 inches in height. Flowers are 4 inches across and delightfully fluffy fringed. The color is nice white. It has a pleasing richness and at the same time is pure white. Florists have many uses for "Pure White." One of our best strains and a best seller.

### **GAIETY**

Flowers are  $3\frac{1}{2}$  to 4 inches across. Color light rose-red with cheerful, variegated white markings. Early flowers are larger than those coming later in season. The color sells freely. *All America Honorable Mention, 1938.*

### **ROSY-CARMINE**

One of the first colors we introduced. Rosy-Carmine has been improved year after year. Today the flowers are fully 4 inches across and well fringed. They run very bright rose. Plants are well fixed in habit and about 10 inches in height. Rosy-Carmine has been sold under numerous Trade Names. It has become a staple item. Along with "Pure White" it is one of our best sellers.

### **THE VEIN**

Flowers are  $3\frac{1}{2}$  inches across. Color soft lavender ground veined purple. One of our older strains of nice, dwarf, compact habit. In 1948 trials, we found this to have same color as "Minuet" with only difference being ours is dwarfer in growth.

### **MIXED**

Ours is a formula mixture as we have in active production only separate colors as offered and novelties in course of development. Customers desiring special mixtures will be cheerfully accommodated. *All America Merit Award, 1934 Wisley Trials Honorable Mention.*



**SAKATA'S  
DWARF VICTORIOUS ROSY-CARMINE**

#### *All the above*

Oz.....	\$350.00	1/8 oz.....	\$46.50
1/4 oz.....	90.00	1/16 oz.....	23.75
1/32 oz.....			\$12.25





SAKATA'S DWARF VICTORIOUS BLUE BROCADE

## Sakata's Standard Varieties

**AMARANTH-RED.** This might be called a double fringed form of Gottfried Michaelis. Flowers are 4 inches across, amaranth-red in color and large and well fringed. The habit is extra dwarf and well liked by florists and gardeners.

**BLUE BROCADE.** True violet-blue variety. True to type and color, stocky growth, good bloomer and good-sized flowers. New and rich color in giant fringed type, high percentage, fully double flowers. For garden and commercial use. Plants 10 inches in height; flowers  $3\frac{1}{2}$  to 4 inches across. *All-America Silver Medal*, 1941.

**FANTASY.** Rich, velvety violet-blue and white; a marvelous combination of two distinct colors. Our trial is perfectly satisfactory as to the color, size of flower as well as the fringiness together with the growth habit. The percentage of small-flowered doubles in our 1948 trials was only 10%. The rest are all large, perfect flowering plants.

**ORCHID BEAUTY IMPROVED.** In hunt of real dwarf Victorious Orchid Beauty, we have gone through dozens of line selections and feel happy in introducing the real dwarf strain which is much dwarfer and more floriferous than the original. In our trial we counted about 25% beautiful silver lilac flowering plants. It has no noticeable vein and has the same pleasing clear light blue color found in our Giant Single Fringed Silver Lilac. The remaining 75% of plants have produced the color usually found in our Victorious Orchid Beauty, but with less tint of purple. Individual flower fully measures 4 inches across, with pleasing fringiness and good substance. Height 10 inches. *All America Merit Award*, 1938.

**PURPLE AND WHITE.** Large, well fringed flowers, variegated and striped with rich purple and white. Growth is both compact and dwarf. Highly recommended.

### All the above

Oz.....	\$400.00	1/8 oz.....	\$53.25
1/4 oz.....	103.00	1/16 oz.....	27.45
1/32 oz.....			\$14.15

### ALL DOUBLE GIANT FRINGED TALL TRIUMPHANT

This strain, somewhat taller than our Victorious, has the largest flowers known among "All Doubles." In the mixture are practically all the colors and variations which occur in the Victorious type. Ideal for home gardeners and retailers and commission box houses offering the best.

Oz.....	\$200.00	1/8 oz.....	\$26.55
1/4 oz.....	51.50	1/16 oz.....	13.70
1/32 oz.....			\$7.05

### PRICE SCHEDULE

	Oz.	1/4 oz.	1/8 oz.	1/16 oz.	1/32 oz.		Oz.	1/4 oz.	1/8 oz.	1/16 oz.	1/32 oz.
Amaranth Red.....	\$400.00	\$103.00	\$53.25	\$27.45	\$14.15	Pure White.....	\$350.00	\$90.00	\$46.50	\$23.75	\$12.25
Attraction.....	350.00	90.00	46.50	23.75	12.25	Purple Glow.....	450.00	116.00	59.75	30.75	15.85
Blue Brocade.....	400.00	103.00	53.25	27.45	14.15	Purple and White..	400.00	103.00	53.25	27.45	14.15
Fantasy.....	400.00	103.00	53.25	27.45	14.15	Rosy-Carmine.....	350.00	90.00	46.50	23.75	12.25
Gaiety.....	350.00	90.00	46.50	23.75	12.25	Silver Blue.....	450.00	116.00	59.75	30.75	15.85
Illumination.....	450.00	116.00	59.75	30.75	15.85	The Vein.....	350.00	90.00	46.50	23.75	12.25
Loveliness.....	350.00	90.00	46.50	23.75	12.25	Dwarf Victorious					
Mayflower.....	450.00	116.00	59.75	30.75	15.85	Mixed.....	350.00	90.00	46.50	23.75	12.25
Orange.....	450.00	116.00	59.75	30.75	15.85	Tall Triumphant					
Orchid Beauty.....	400.00	103.00	53.25	27.45	14.15	Mixed.....	200.00	51.50	26.55	13.70	7.05

PRICES F.O.B. YOKOHAMA—DELIVERIES BY AIR MAIL AT NOMINAL COSTS

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NEW YORK 7, N. Y., U. S. A.